

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMUNICATIONS, INC.

AD# F51119-A2 - SEQ.# M22590 - "GOOD DEAL" - PAGE, 4/C - MILITARY MAXI-SAVER PROGRAM

1992

# Good deal.



## SEND FOR YOUR FREE CAMBRIDGE LIGHTER.

Mail To:  
Cambridge Lighter Offer  
P.O. Box 2081  
Kaukauna, IL 60050-0281

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Signature \_\_\_\_\_

What is your regular brand of Cambridge cigarettes? \_\_\_\_\_

For Shoppers (100 Cigarette Packs) complete the following information and complete and mail to the address above. To receive your free lighter, the regular brand of Cambridge cigarettes must be used.



## \$1.00 OFF CARTON

in addition to any  
on-carton coupon

Redeem at checkout.



Shoppers can save up to \$1.00 off the purchase price of a carton of Cambridge cigarettes. This offer can be used in conjunction with any other on-carton coupon or promotional discount. This offer is available only on the day of purchase.

Shoppers who buy 100 cigarettes in the form of a pack can save \$1.00 off the purchase price of a carton of Cambridge cigarettes. This offer can be used in conjunction with any other on-carton coupon or promotional discount. This offer is available only on the day of purchase.



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As a participant in this offer you agree that you will not use a lighter from a pack of Cambridge cigarettes to light a cigarette. If you do, you will be ineligible for the offer. The offer is available only on the day of purchase. The offer is available only on the day of purchase. The offer is available only on the day of purchase.

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**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

Lowest Kings: 1.0 mg "tar," 0.1 mg nicotine—100's; 2.0 mg "tar," 0.2 mg nicotine—Ultra Low; 4 mg "tar," 0.4 mg nicotine—Lights; 12 mg "tar," 0.6 mg nicotine—Kings; 17 mg "tar," 1.1 mg nicotine—100's; 17 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

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